## 2019 *Click It or Ticket*

## Products for Enforcement Action Kit: Welcome Letter

The National Highway Traffic Safety Administration (NHTSA) will be conducting the 2019 national *Click It or Ticket* enforcement mobilization from May 20 to June 2, 2019. The enforcement period will commence with *Border to Border* (B2B), a one-day national seat belt awareness kickoff event coordinated by participating State highway safety offices and their respective law enforcement liaisons. Law enforcement agencies will join forces to provide increased seat belt enforcement at State borders, sending a zero-tolerance message to the public: Driving or riding unbuckled will result in a ticket, no matter what State you’re in.

A successful campaign relies on our partnership with you, our law enforcement counterparts. Attached is a Products for Enforcement Action Kit (PEAK), assembled by NHTSA to help your team lead effective, lifesaving efforts in your communities. Please use this campaign material to help spread the word about seat belt safety, and to let your officers and the public know that high-visibility seat belt enforcement is coming in May—at all hours, day and night.

According to NHTSA, in 2017, there were 10,076 unbuckled passenger vehicle occupants killed in crashes in the United States. In that same year, 55 percent of passenger vehicle occupants killed at night (6 p.m.–5:59 a.m.) were not wearing their seat belts. That’s why one focus of the *Click It or Ticket* campaign is nighttime enforcement. Participating law enforcement agencies will be taking a no-excuses approach to seat belt law enforcement, writing citations day and night. We hope to turn these stats around during the B2B kickoff and the 2019 *Click It or Ticket* mobilization, with our biggest enforcement efforts occurring between the nighttime hours of 6 p.m. and 5:59 a.m. Your unit’s support and participation will help save lives around the clock, but especially at night when there are typically more violations and fatal crashes.

**2019 PEAK Material Highlights**

* NHTSA Law Enforcement Dispatch: The *Click It or Ticket* national mobilization is only possible with the dedication of law enforcement officers. Use this dispatch message to remind your team members why we’re ramping up seat belt enforcement.
* *Border to Border* KickoffInformationSheet: Share with your Law Enforcement Liaisons and state Highway Safety Offices.
* *Click It or Ticket* Mobilization Timelines: Share these important documents internally so your team is aware of key campaign dates and can strategize accordingly.
* Earned Media: Use our prepared press releases for both the B2B Kickoff and the CIOT campaign, proclamation, op-ed, and fact sheet to get the word out to the public about *Click It or Ticket*—or use these documents as samples to create your own promotional and educational material.
* Crime Crash Clock: See why the *Click It or Ticket* mobilization is a cause worthy of your organization’s time. This simple and powerful graphic compares the frequency and consequences of crimes and crashes.
* NHTSA Reports: NHTSA uses hard data and years of research to shape enforcement and outreach efforts. Check out some of the statistics on occupant protection; you’ll be reminded why the *Click It or Ticket* mobilization is vital to highway safety.

**Your Tools, Your Efforts, Your Highways**

We at NHTSA have seen the results of past *Click It or Ticket* law enforcement mobilizations, and we know it is a demonstrated, effective way to save lives across the United States. Ultimately, we need the help of your law enforcement teams. These are your local roads, your state highways, and your communities. We save more lives when we work together nationwide to crack down on tough highway safety issues. In this tool kit, you’ll find the resources you need to make your campaign a success. Use them as you plan for May 20–June 2. Help us keep every friend, family member, and stranger from becoming another statistic. Let’s save some lives together.

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